

Message Text

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PAGE 01 SEOUL 07653 290941Z
ACTION EA-12

INFO OCT-01 EB-08 ISO-00 ICAE-00 SSO-00 (ISO) W
-----002114 290952Z /10
O 290916Z AUG 78
FM AMEMBASSY SEOUL
TO SECSTATE WASHDC IMMEDIATE 3162

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PASS EA/K FOR RICH AND STERN

E.O. 11652: N/A
TAGS: BTRA BPRO KS US
SUBJ: WALT DISNEY WORLD SHOWCASE

REFS: A. STATE 213218, B. 77 STATE 276464, C. SEOUL 7138

1. C. LANGHORNE WASHBURN, V.P., OF THE SUBJECT FIRM, HAS CONTINUED TO CALL THE EMBASSY AND TO PRESS FOR A HIGH LEVEL MEETING, (E.G., WITH MOST OF THE ECONOMIC MINISTERS). CONTRARY TO REF A, HE CONTINUES TO MAINTAIN THAT AMBASSADOR KIM HAS STRONGLY RECOMMENDED SUCH A MEETING, AND HE STILL HOPES IT CAN TAKE PLACE ON AMBASSADOR GLEYSTEN'S INVITATION AT THIS EMBASSY.

2. IN KEEPING WITH OUR EARLIER RECOMMENDATION, WE DISCUSSED THE MATTER WITH EPB ASSISTANT MINISTER CHOI SUN RAY, WHO DISCUSSED IT WITH DEPUTY PRIME MINISTER NAM. CHOI OBSERVED THAT THE DATES WASHBURN PROPOSED, I.E., SEPT 17-20, FALL IN A PERIOD WHEN THE NATIONAL ASSEMBLY WILL BE IN SESSION AND THE BUDGET PRESENTED, SO FEW MINISTERS WILL BE AVAILABLE. WE ADVISED WASHBURN OF THAT FACT, BUT TOLD HIM TO COME, SINCE HE IS PRESSING THE ROKG TO SIGN EITHER A LETTER OF INTENT OR A DESIGN CONTRACT (ABOUT \$200,000), SO THAT KOREA'S PARTICIPATION CAN BE ANNOUNCED AT THE INTERNATIONAL CHAMBER OF COMMERCE MEETING IN MIAMI OCT. 1 "ALONG WITH 12 OTHER
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COUNTRIES AND IN THE PRESENCE OF PRESIDENT CARTER AND SECRETARY VANCE".
WE WOULD IN THE MEANTIME UNDERTAKE TO ARRANGE APPROPRIATE WORKING LEVEL MEETINGS.

3. WE SUBSEQUENTLY LEARNED THAT KOTRA HAS BEEN DESIGNATED ONE CONTACT POINT FOR ANY DISCUSSIONS. KOTRA VICE PRESIDENT FOR

EXHIBITIONS, LEE EUN-KYU, WILL REPRESENT PRESIDENT CHANG SUN-WHAN SEPT 17 AND 18, AS THE LATTER WILL BE OUT OF TOWN. WE ALSO LEARNED FROM VP LEE THAT WDWS OFFICIALS HAD BEEN TO KOREA SOME-TIME LAST WINTER, BUT CONTRARY TO REF B THEY DID NOT CONTACT THE EMBASSY. LEE WAS THUS FAMILIAR WITH THE PROJECT, BUT NOT TERRIBLY FORTHCOMING ABOUT WHAT HE WOULD DO WITH THE WDWS PEOPLE WHO CAME.

4. TODAY WE WERE TOLD THAT VICE MINISTER OF CULTURE AND INFORMATION, LEE KWANG-PYO ALSO HAS A DEEP INTEREST IN THE PROJECT AND HAS APPROACHED EPB ABOUT MONEY. EPB, BY ITS OWN CHARACTERIZATION, HOWEVER, WAS BEING DIFFICULT.

5. LEE TOLD US HE WAS A FIRM SUPPORTER OF THE PROJECT. HE WOULD TRY TO ORGANIZE SUPPORT AMONG ALL OF THE CONCERNED MINISTRIES. HE THOUGHT, HOWEVER, THAT SEPT 17 WAS TOO SOON TO GET CONSENSUS. IT WAS NOT JUST A MATTER OF BUDGET FUNDS. EVEN IF THE PRIVATE SECTOR, I.E., KOTRA AND FKI, FINANCED IT, THE ROKG WOULD NEED TO APPROVE THE EXPENDITURE OF FOREIGN EXCHANGE.

6. WE INDICATED TO LEE THAT THE WDWS TEAM WOULD STILL PROBABLY WANT TO COME, BUT WE WOULD CHECK. IN THE MEANTIME, HE UNDERTOOK TO IDENTIFY OTHER APPROPRIATE ROKG AND PRIVATE SECTOR OFFICIALS ON WHOM TO CALL.

7. ACTION REQUESTED: SINCE WASHBURN FAILED TO CALL
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BENNETT TODAY AS HE WAS SUPPOSED TO, WOULD THE DEPT. PLEASE CALL HIM, AND TELL HIM AGAIN HE IS UNLIKELY TO SEE ANY MINISTERS, EXCEPT BRIEFLY (DPM NAM IS SAID TO HAVE STATED IT WOULD BE ENTIRELY INAPPROPRIATE FOR HIM TO GET INVOLVED DIRECTLY). WASHBURN SHOULD ALSO BE MADE AWARE THAT EITHER A MEANINGFUL LETTER OF INTENT OR A DESIGN CONTRACT IS PROBABLY OUT OF THE QUESTION ON THIS VISIT. HOWEVER, THE TEAM COMING WILL UNDOUBTEDLY FORCE WORKING LEVEL CONSIDERATION MORE RAPIDLY THAN OTHERWISE. IN SUM, THE SELLING JOB IS A LONG WAY FROM OVER. PLS ADVISE US ON HIS DECISION.
GLEYSTEN

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Disposition Approved on Date:
Disposition Case Number: n/a
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